

Recycling it helps save resources

Can recycling saves approximately 3 million tonnes of GHG emissions per year in Europe.*

* Aluminium beverage can recycling in Europe in 2018. Metal Packaging Europe

It's infinitely recyclable

Made from a permanent material that can be fully recycled without loss of quality, the beverage can is a great fit for the circular economy.

It's lightweight

Ongoing efforts to reduce the weight of drink cans have significantly reduced the environmental impact of transporting beverages.

It's manufactured at high speed

The latest engineering advances are used to ensure that beverage cans are manufactured with high precision, at an impressive speed of up to 2500 cans per minute.

It even reminds you to recycle!

More and more brands are using the **Metal Recycles Forever logo** to effectively communicate the infinite recyclability of the beverage can and remind us to recycle.



10 BENEFITS OF THE BEVERAGE CAN

Metal Packaging Europe

METAL recycles forever

It's easy to recycle

Beverage cans are not just recyclable, they're actually recycled!

It's incredibly strong

The can is very strong, lightproof and has a hermetic seal. This means that it is highly resistant to shocks and capable of protecting its contents, ensuring that it arrives at its final destination in perfect condition.

It's available in a wide variety of portion sizes

A wide range of different can sizes ensures that consumers are able to find a can for all occasions and have greater control over portion sizes.

It's easily stackable

You can't beat the strength and stability of the beverage can, it's the perfect option for efficient transport and storage!

It's an innovative packaging solution

With customisable printing designs, the large, printable surface area serves as a 360-degree billboard for brands.

When it comes to safe, sustainable and versatile packaging, it's hard to beat the beverage can. Read on to find out why!